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Petunia Experts and Specialists

WHOLESALE PRICE LIST

LARGE GROWERS
of SMALL SEEDS

OUR PETUNIA FIELD

Seeds Grown on Contract for Fall Delivery

PETUNIAS OUR SPECIALTY

Theodosia B. Shepherd Company

VENTURA, CALIFORNIA, U. S. A.

W. H. FRANCIS, Manager

Petunia Experts and Specialists

To the Trade:

We present our list for Autumn delivery.

In our unsurpassed climate we have every condition favorable to the growth of plants and seeds.

We do not cater to the cheap trade. We only grow the best. Choice seeds, especially varieties that are leading into something newer and better cannot be grown at low prices.

Our prices are as reasonable as we can afford, and we ask those who wish seeds of the best quality to become our customers.

When contract orders are made, special rates are given on quantity.

Before placing your order for future delivery, get our special quotations. We beg to call the attention of the trade to our exceptionally fine strains of Petunias.

We are pleased to announce that we were awarded a gold medal for our Petunias exhibited at the Panama-Pacific International Exposition, 1915.

THEODOSIA B. SHEPHERD CO.,

W. H. Francis, Manager **Ventura, California, U. S. A.**

Testimonials

(NOTE)—Visiting seedsmen and other judges of fine Petunias state that for texture and variety of color our Petunias are unequaled; the size equaling other noted strains.

"I was thoroughly amazed at the beauty of those Petunias, especially the great yellow-throated ones, and the double ones of such delicate shades."
LUTHER BURBANK.

Mr. Fred H. Howard, of Howard & Smith, Los Angeles, Cal., states that they obtained higher per centage of germination from our Petunia seed than from any other they ever grew.

Testimonial from one of the largest seed firms in Australia: "In the trials the blooms of your Petunias turned out exceptionally well, also the percentage of germination was much better than that of any other strains we stock."

A New Zealand firm writes: "We were well pleased with germination and quality of seeds received last year."

General Collection of Seeds

AGATHEA COELESTIS, or Blue Daisy—75c per oz.; ¼ lb. $2.50.

ASPARAGUS SPRENGERi—Oz. 35c.; 10 lbs. $35.00.

ASPARAGUS ROBUSTUS—$1.00 per 1000 seeds.

BEGONIAS—We make a great specialty of these lovely flowers, growing over a hundred varieties of the fibrous rooted class alone. Our seeds are saved from the best sorts and much of it is hybrydized.

Semperflorens—Splendid mixed, 1-8 oz., 50c.; $2.00 per oz.

Choice Mixed—In many varieties, seeds, 25 cts. per pkt.; 1-32 oz. 75c.

CACTUS—Choice mixed, oz. $1.25; lb. $16.00; ¼ lb. $4.50.

CALLIOPSIS, Lanceolata Grandiflora—"Giant California Sunbeams." Oz. 30 cents; lb. $2.50.

CANNAS. Good Venture Mixture—We do not offer any cheap Canna seed, growing only the best standard, and novelties of which we offer the very best possible mixtures of large sorts, saved from splendid varieties. 85c per pound.

CHRYSANTHEMUMS—"California Fantasies." Perennial varieties, all sorts splendid mixture. We make a specialty of Chrysanthemums and the seed offered is from a most beautiful collection. Pkt. 50c.; 1-8 oz, $1.25; oz. $8 net.

COBOEA SCANDENS—lb. $2.00.

CYPERUS—Alternifolius or "Umbrella Grass." Pkt. 25 cts.; oz. $1.; lb. $12.

DAHLIAS, Imperialis—"The Lily Dahlia." A distinct species, the most beautiful of all Dahlias. It grows ten or twelve feet high and bears panicles of lovely lily-like flowers, measuring eight inches from tip to tip of petals. The color is a delicate mauve, almost white, veined with old pink. It blooms from seed the first year in November. It makes a fine plant for the house at Christmas. Oz. $2.00.

ERYTHRINA CRISTA GALLI, or Coral Tree. Oz. 25c.; lb. $3.00.

GERANIUMS—Mrs. Shepherd's Grand Zonale "Good Venture" Mixture. We take especial pride in our Geraniums; our collection embraces the cream of new Eastern varieties, and our own superb seedlings. The "Good Venture" flowers are large and round, some forming trusses 16 inches in diameter. Colors, scarlet, crimson, rose, pink, salmon, cream veined pink, blush and pure snowy white, and many new variegated types. A finer collection has never been offered. Pkt. 50 cents.; oz. $3.00.

Zonale—New large flowering, single; choice mixed. Oz. $1.50; lb. $20.

Apple Scented—(True) 75 cts. per 1000 seeds; $6.50 per 10,000 seeds.

GENISTA MONOSPERMA—("Bridal Veil") Oz. $1; lb. $14.

HELIOTROPE "Midnight."—The stems are black as ink; the foliage beautiful bronze green, so dark as to be almost black; the flowers are a lively shade of purple variegated with white and lighter purple. Pkt. 50 cts.; oz. $2.00.

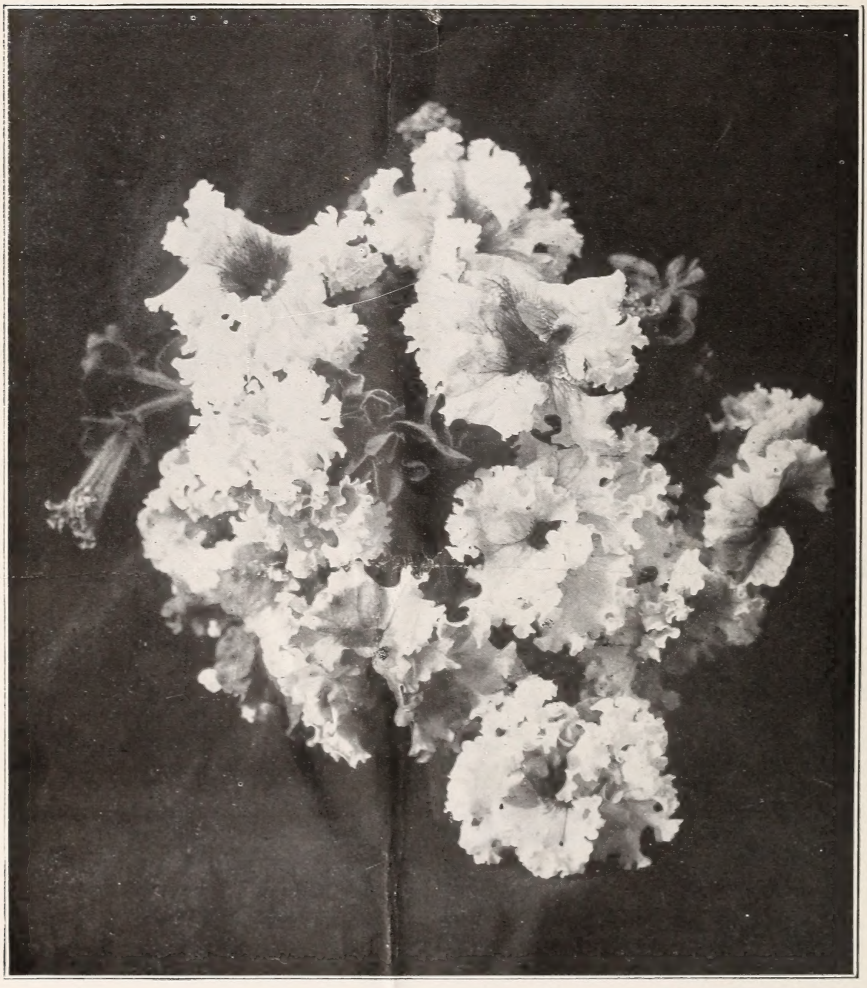
Lemoines—Giant hybrids. Oz. $1.00; lb. $12.00.

New Climbing Heliotrope, "Royal Highness"

A magnificent new heliotrope of wonderful rapid growth, forming immense plants that spread and climb to the height of 10 or 12 feet. It has splendid large trusses of rich purple flowers and is a most profuse bloomer. As a covering for walls or bay windows or hedges, or as a pot plant, it is invaluable. $4.50 per oz.; 1-8 oz. 75c.

IPOMOEA, "Heavenly Blue."—Oz. 40 cts.; lb. $3.00.

IPOMOEA, "Double White Tassel."—This beautiful flower remains open all day. It is white, very double and fringed; comes true from seed. Oz. 40c.; lb. $2.50.



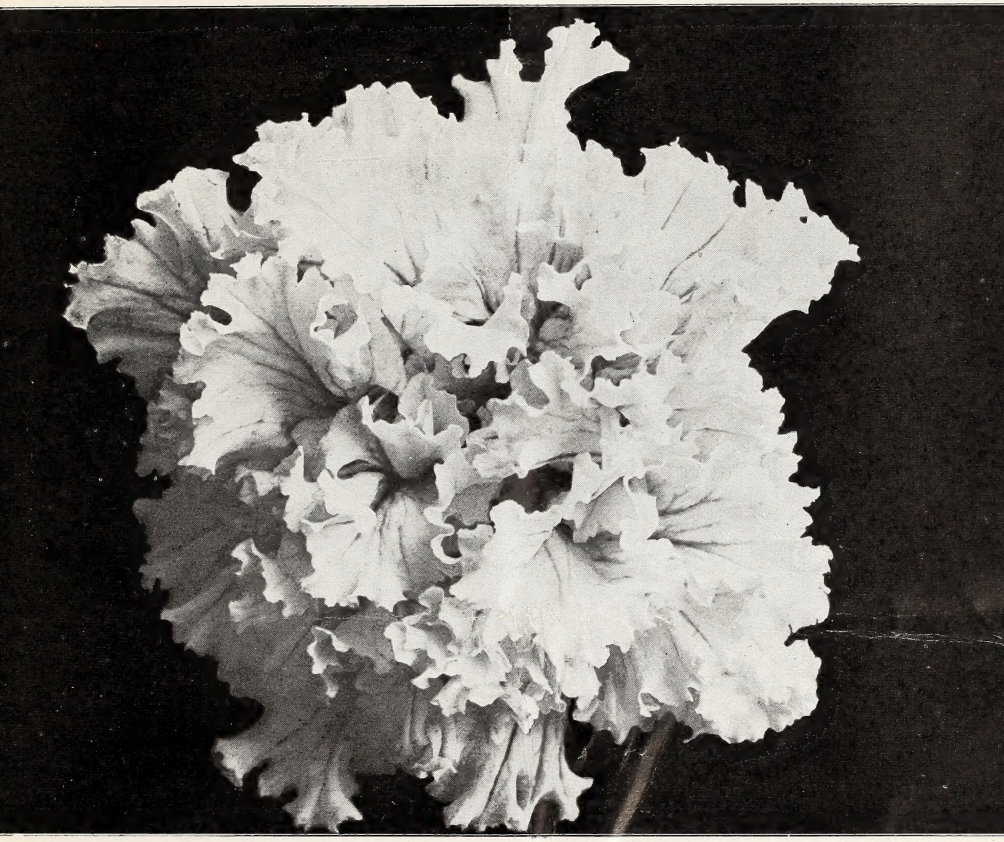
PETUNIAS "FLUFFY RUFFLES"

MINA LOBATA—Oz. 75 cts.; lb. $6.00.

Petunias

We are pleased to announce that we were awarded a Gold Medal for our Petunias exhibited at the Panama-Pacific Exposition, 1915.

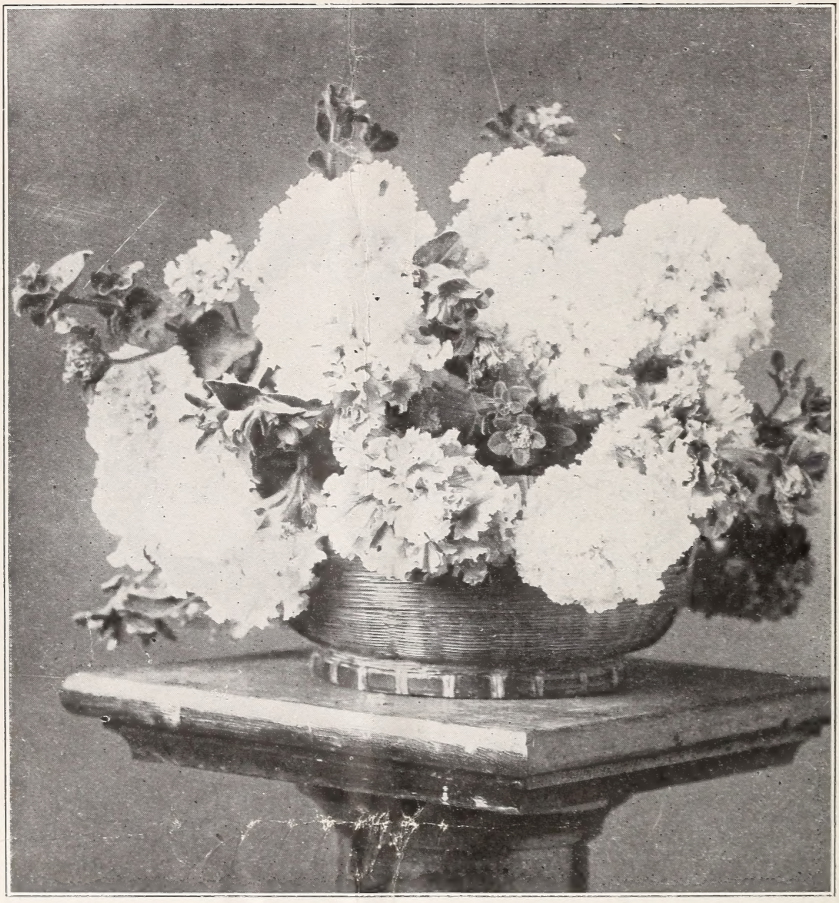
Read Testimonials on page 2.



THE NEW DOUBLE SEED PRODUCING PETUNIAS

Our New Double Seed Producing Petunias

Will without doubt revolutionize the growing of double Petunias as the strain produces 75 per cent. of very large double flowers in all colors, the light shades predominating. Delicate texture—and highest percentage of germination. See cut. $2.00 per 1000 seed; $15.00 for 10,000. Be sure and order some of this strain.



"Marvelous" Double Petunias

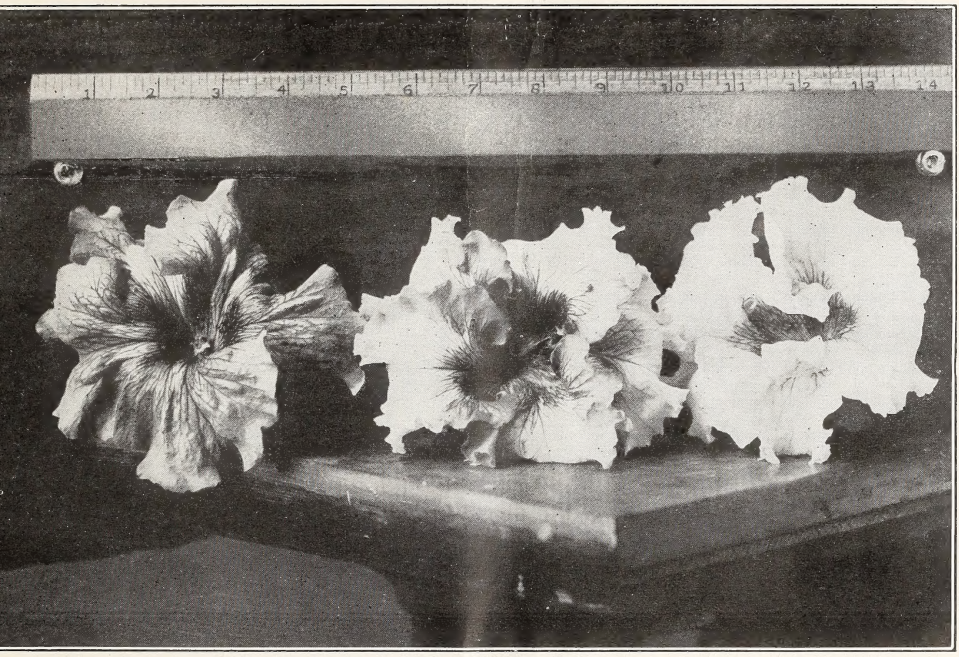
PETUNIAS, "Marvelous" Double—(See Cut). We take great pride in offering our double Petunias. They have never been surpassed in beauty, size, form or color, if ever equaled. Selection in crossing every flower was made with the greatest care and thought, and the results are a surprise even to curselves.

It would be impossible to describe at length the many varieties in form and color. Pink, snowy white, violet, lavender, mauve, crimson, plain and shaded with variegations in all these shades, innumerable.

Many of the flowers measure 5 inches across, none less than 3. They are fluted, frilled, ruffled and pinked. The combinations of color are exceedingly strange and beautiful. The proportion of double flowers is greater than any we have ever seen. $1.00 per 1000 seeds; 10,000 for $8.00.

Single Petunias

GIANTS OF CALIFORNIA.—The "Giants of California" bear gigantic flowers often five or more inches in diameter, of an astonishing variety of colors. They embrace every conceivable shade of crimson, pink, lavender, yellow, black, pure white, etc. One of the chief points of excellence is the deep



PETUNIAS, "GIANTS OF CALIFORNIA"

throat and diversity of veining in the throat. Many of the flowers have a clear yellow throat, while others have a pure velvety black one, so deep that it seems to show no veining, many are deeply lined and netted, on a white, pink or lavender ground. Flowers are beautifully ruffled and frilled. 1000 seeds 40c.; 1-16 oz. $1.50; 1 oz. $18.00. Special prices on quantities.

GIANTS OF CALIFORNIA—"Good Venture" Mixture. Saved from special plants. 75c. per 1000 seeds. $5.00 per 1-8 oz.

FRINGED HYBRIDA—A lovely Petunia with charming fringed flowers of exquisite forms and beautiful colors. Though not as large as the Giants, they are equally beautiful. Splendid mixed 1-8 oz. $1.75; 1 oz. $12.00.

GIANT WHITE—Unrivaled for beauty of texture and size. Has glistening satiny texture and yellow throat. 1-8 oz. $4.00; 1000 seeds, 50c.

"FLUFFY RUFFLES"—The most delicate ruffled and fringed of all our Petunias, slightly smaller than the Giants, but more ruffled. Mixed colors. (See cut). 1000 seeds, 50 cts.; 1-16 oz. $2.00; 1 oz. $25.00.

NEW SINGLE PETUNIA, "TRIUMPH"—This Petunia is well named, for it is a triumph of the breeder's skill. Large flower, beautifully ruffled, of a

clear bright pink. A fine bedder and a free bloomer. 1000 seeds 50 cts.; 1-16 oz. $3.00.

POPPY, Fayal—The most beautiful and dainty of all dwarf Poppies; double and single; every imaginable shade of red, pink, maroon and white. Oz. 20c.; lb. $1.50.

"Irresistible,"—Oz. 15c.; lb. $1.50.

"Maid of the Mist."—White. Oz. 10 cts.; lb. $1.00.

RHUBARB. "Crimson Winter."—(Selected Seed) lb. $5.00; 5 lb. $20.00.

ROSA, Polyantha Plena—"Little Midget" or Baby Rose. Mixed, oz. $1.00; lb. $15.00, Net.

SHASTA DAISY—Improved. Oz. $1.75.

STOCKS, "Cut and Come Again."—Perpetual flowering. Very handsome new ten weeks Stocks. They grow 18 inches high and have a central spike and fine side branches of beautiful double flowers. The colors are very beautiful. Mixed—75 cts. per oz.; $8.00 per lb.

Giant Perfection—Ten weeks. Mixed; oz. $1.00; lb. $10.00. White, oz. $1.25; lb. $12.00.

TECOMA VELUTINA—We give prominence to this beautiful shrub because its desirable qualities are comparatively unknown. It bears large spikes of large, golden, allamanda-like flowers. It blossoms from seed when only 12 inches high, and is a continuous and perpetual bloomer. It grows to be ten or fifteen feet high in California and is always full of flowers. It should be tested in the green house, for it far surpasses T. Smithii in every way. The seeds are very light, germinate quickly, and plants grow rapidly. 1.50 per oz. Net.

AMARYLLIS, Bella Donna—$4.00 per 100.

NERINE Sarniensis.—$8.00 per 100.

Crimson Winter Rhubarb Roots

PRICES

Extra Large Roots

1 Root	$ .50	25 Roots	$ 8.00
6 Roots	2.25	50 Roots	at 100 Rates
12 Roots	4.25	100 Roots	25.00

1000 Roots, $200.00.

Medium Size

1 Root	$ .25	50 Roots	at 100 Rates
12 Roots	2.50	100 Roots	$15.00

1000 Roots, $120.00.

(25 per cent. off on any of the above.)

Small Roots for Acreage Planting

First size, 100 roots	$ 8.00 net
First size, 1000 roots	37.50 net
Second size, 100 roots	4.50 net
Second size, 1000 roots	30.00 net